

Lingerie Rates With Ladies

Mention lovely, lacy lingerie to any girl (no matter what her age) and watch her eyes light up! That's why when it comes to special gift times, lingerie is the perfect gift for her!

Everywhere on the lingerie scene, there's something new, something bright, something lovely!

Just for example — take a long look at the delightful "long" panties with their tiers of "caneen" ruffles at the knee—so delightful in their old-fashioned "pantaloon" inspired charm. For the modern miss, they come in nylon tricot and gay colors; many have camisole tops.

New too, are jumper topped waltz-length gowns or pedalpusher length p.j.'s—she'll hop out of bed in the "sleep unit," toss the

jumper on, and lo—she's ready for callers! (Best of all, they double for daytime wear with blouse beneath).

SPORTSWEAR.
The woman at ease, will love the sportswear-inspired lounging pajamas with their mid-calf or longer, lean pants and easy tops! Just name the color, fabric and style—there's such a wide, wide variety of these!

For the "snug as a bug in a rug" feeling, easy going bathrigan, cuddly challis and gay flannelles are ideal chill chasers in sleepwear.

There's a glamour note to the Orient-inspired collection of robes, pajamas and ensembles. The elegance of kimono detailing and mandarin coat lines are interpreted

smartly in fine nylons, silks and smooth rich cottons. They are often printed in vibrant colors, trimmed with embroidery or braid.

For Christmas gifting, gown selections are most diversified—they range from dainty, baby-doll shorties to more conservative waltz-lengths and to the floor-length styles.

Make your gift more lavish, ensemble the gown with a matching peignoir cape-like collars, lace by the yard, appliques and embroidery help make the new season crop of ensembles quite exciting.

No matter what style you favor, fine silks and nylons awaiting you, there's a riot of color, trim, your final choice.



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wants a
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